

Assignment TV

By TERRENCE O'FLAHERTY

At last the United States is on the way to a real "world series" competition—this one in soccer, the most international sport of them all. For years the name "World Series" as applied to American baseball was as pretentious as the beauty contest that boasts the title "Miss Universe." Compared with soccer, the world's most popular sport, baseball is a quaint native pastime played principally in the U.S.

Soccer reached its largest American audience recently when the CBS network televised the first 21 Sunday matches played by teams of the National Professional Soccer League.

Although the game has been played in American high schools and colleges, and a professional U. S. Soccer football Association has been organized for nearly half a century, the game is as foreign to the American mass audience as bullfighting.

SO WHY the overnight discovery, the sudden success? The answer would cause the Olympics of ancient Greece to sneer. It's money, big money. And television. The National Professional Soccer League (dubbed an "outlaw league" by the United Soccer Association, its competition) is nonetheless a very rich outlaw after signing a \$10 million television contract with CBS. Individual stars in soccer countries such as Brazil earn as much as \$200,000 a year. Such money attracts sports promoters faster than a picnic draws ants.

SOCCER HAS two strong features as a television attraction: it is a simple game, and it is played by men who are not covered from head to foot in leather, reinforced steel, and spacemen headgear. Unlike football, and to some extent baseball, you can actually see human beings playing this game. There are no plastic helmets to keep their hair from flying, their legs are exposed and free, and their hands are ungloved. The public can recognize its favorites without having to rely on numbers.

The professional athletic brotherhoods will doubtless stew and feud but one thing seems certain: when the World Cup matches are played off next summer by the best teams in the world, the U.S. will see a world series that is world-wide.

HO-HUM: Barbara Parkins, one of the soap opera queens of Peyton Place, now wants out of the cast of the show that made her famous. This may be okay with 20th Century-Fox when they open next month's Playboy magazine, a coloring book for older young men, when Miss Parkins appears in the with-out.

"I wanted to show my body," she says. "I don't think the viewers of Peyton Place even think that Betty Anderson has a body. I do and I wanted to prove it." She is also one of the performers in

Poll Asks Views on Draft Plan

Questions asked voters in the 28th Congressional District during April seek opinions on subjects ranging from the selective system to the control of firearms. The questions, part of a survey conducted each month by Congressman Alphonso Bell (R-Los Angeles), were included in the congressman's monthly newsletter to voters in the district. Persons who did not receive a copy of the newsletter may participate in the survey by responding to the questions in care of the Congressional Field Office, Los Angeles, 90024.

Questions asked include:

- Do you endorse the Administration's proposal to institute a lottery for military service?
- Do you believe the United States should expand trade with European Communist nations?
- Do you believe an increase in postal rates is justified at this time?
- Would you support a federally guaranteed minimum income for all Americans?
- Do you support the President's request for increased aid to Latin American nations?
- Do you support legislation to establish stricter control of the sales of firearms?

Alumnus Honored

Colonel Lucian S. Roche, deputy for technology at the Air Force Systems Command's Space Systems Division, received the 1967 Distinguished Alumnus Award from the Ohio State University College of Engineering. He lives in Palos Verdes.

County Group Dedicates New 'Breathmobile' Unit

Dedication ceremonies for a new "Breathmobile," a 40-foot trailer containing advanced equipment for the detection of lung diseases, were held last week. The new unit, to be operated by the Tuberculosis and Health Association of Los Angeles County, is the first of four units. It was built at a cost of \$115,000 from funds raised through the annual Christmas Seal campaign. The "Breathmobile" is scheduled to be put into general use in about two months. It will be used throughout Los Angeles County to aid in the detection of emphysema, tuberculosis, and other respiratory diseases.

Appoint Public Relations Firm

Temcor, Torrance based manufacturers and fabricators of geodesic domes, has retained Thomas Wilcox Associates of Los Angeles as public relations counsel, Walter G. Mitchell, Temcor president, said today. The firm, with headquarters at 2825 Toledo St., currently is building a geodesic dome in Merritt Island, Fla. A geodesic dome for the Alaska '67 exposition in Fairbanks, Alaska, recently was completed.

Snarol
Kills Snails & Slugs
Meal or Pellets
79c 2 1/2 lb. Box
63c

PAPER Plates
DIXIE "Everyday" — 8" white dinner size
89c Pack of 100
66c

JOHNSON'S Klear
Self Polishing WAX
Never Needs Buffing
42-oz. Can
1.09

JOHNSON'S Pledge
SPRAY WAX
Wax instantly as you dust
1.33 14 oz.
88c

CLIFFCHAR Charcoal Briquets
Made from finest Northern Hardwoods
98c 10 lb. Bag
88c

LOOSELEAF Filler Paper
3-hole, wide or narrow rule
79c 300 Sheets
59c

FREE Gift Wrapping Sav-on GIFTS

for MOTHER'S DAY — BRIDES & GRADS!

Mums
Each 6" foil wrapped pot overflowing with beautiful blooms & buds. Ass't colors.
1.98

Hydrangeas
Flowers with lasting charm & appeal. 6" colorful foil wrapped pots.
2.49

G.E. Hair Dryer
In Hat Box Carrying Case
11.88
Reg. 12.69

Mixing Bowl Set
ANCHOR HOOKING—4 Pc. of assorted sizes and colors per set. Heatproof... swirl design.
2.88

G.E. Clock Radio
Automatic wake-to-music. Sweep second hand. Heat resistant plastic cabinet... 4" speaker. White w/green trim. C2409—Reg. 14.99
12.98

AUTOMATIC Clothes Brush
G.E.—Cordless—Rechargeable. Vacuums out dirt... cleans up lint. New aid to good grooming. VII—Reg. 13.88
12.79

POLLENEX Deep Heat Massager
Penetrating INFRA-RED heat & massage... quick, temporary relief of minor body pains.
9.95

4-Slice Toaster
SUNBEAM—Automatically adjusts itself to all kinds of bread and reheats it automatically.
Reg. 24.87
23.88

SUPPORT Hosiery
FREE 1.00 Bag of 48 Pompon Cotton Balls
Fittingly snug for sheer comfort. No sag, no pull... gives all day, long-lasting support. Fashion-right colors—even for evening. 8 1/2 - 11.
5.95

G.E. Perculator
4-8 Cup—Adjustable brew selector automatically keeps coffee at serving temperature. Chrome plated copper body... heat resistant base & handle. P-12
10.47

Serving Pitcher
INSULATED—Dishwasher-proof plastic in gold & black color. Keeps cold liquids COLD... hot liquids piping HOT.
2 Cup Size **2.98** 6 Cup Size **3.69**

GENERAL ELECTRIC Manicure Set
Elegantly designed for fingertip beauty. Handy, easy to use attachments condition her nails with professional care. Contoured power handle... 4 ft. coiled cord in lovely storage case. MS-1
16.95

Scented Candles
Ass't colors & scents in 8 oz. apothecary bottles.
79c

Technique "Color-Tone"
by SHULTON
Gets rid of dull, faded hair. Hides gray, blends in streaks. Conditions dry, brittle hair... easy as a shampoo. Many colors.
2.00

WELLA Gentle Care
Instant Hair Conditioner
A professional salon formula that does wonders for dull, dry, weak or overvinted hair.
2 1/2 oz. Size **1.25** 6 oz. Size **2.00**

DISH Towels
Red striped thirsty cotton. 36x33" Reg. 3 for 1.00
4 for \$1

EVENFLO Nursing Units
Your choice of 3 oz. or 4 oz. size. Reg. 25c ea.
6 for \$1

Patio Candle
Fish net covered colorful glass, attractively shaped.
49c

6-12 Insect REPELLENT Spray
1.19 7 oz. Size
89c

Tankard MUG
13 oz. Beer Mugs in Granada Gold colored glass. Reg. 39c
3 for 1.00

DELUXE Food Scoop
No-twist handle... aluminum bowl covered with coating in luscious food colors... stainless. Reg. 1.98
1.69

STRI-DEX Medicated Pads
Wipe on an invisible medicated film that fights pimples fast. Helps prevent new ones from forming. 98c 42's
66c

BOYS' Baseball Sweat Shirts
Official screened insignia of the L.A. Dodgers and Calif. Angels. Sizes 2-8. Reg. 1.69
1.49

"Lilt" LITTLE GIRLS' Home Permanent
Push button foam... with sponge end papers. For ages 2 to 20. Reg. 2.29
1.59

Girls' Purses
Vinyl covered straw with brass and leather trim... scuff resistant... vinyl lined. Choice of 3 styles.
1.39..

"Style Dyle" for your Telephone
Jeweled, decorative, yet useful attachment... makes dialing easy & accurate. Colors.
Reg. 1.00
79c

BROMO-SELTZER
Effervescent Antacid/Analgesic compound for stomach upset, nervous tension, headaches. 39c Med. Size
33c

Senakot TABLETS
Relieves constipation gently. Easy to take... non-habit forming. 90c Bottle of 16
69c

"Kerid" EAR DROPS
Simple, effective way to remove ear wax... helps loosen and remove excess or impacted wax. 2.00 8cc
1.59

"Slim-Mint" GUM
Helps curb and control appetite... makes reducing easier, more enjoyable. Pkg. of 20
1.25

"Resiscal"
New for Reducing. A modern aid to effective weight reduction. Helps control over-eating.
120 Tablets **5.00**

MEN'S Walking Shorts
Permanent press—never needs ironing! Popular 4-pocket, belt-loop style in choice of solid colors or bold plaids. Sizes 29-42, Reg. 4.49
3.98

MEN'S Polo Shirts
Comfortable cotton jersey with crew neck and short sleeves... chest pocket. Assorted solid colors. S-M-L
1.98

D' Scholls Foot Spray
with FREE 98c Nail Clipper
1.50

The soothing, cooling refresher for hot, tired feet. Deodorizes... dries almost instantly. Can be sprayed through hosiery. Feet feel refreshed and revived.

EVEREADY Batteries
OR RAY-O-VAC "D" or "C" Cell
Replace your old flashlight batteries... re-power battery operated toys.
10c

DIAMOND Penlight
for pocket flashlight
29c
2:15c

NEW "Dawn" HAIR COLOR
Easy to do—apply like shampoo. Colors evenly. Many natural-looking colors. Reg. 2.00
1.39

VO's Hair Color
LOTION—One step it's on... GRAY'S GONE! Choice of colors. Reg. 1.75
1.19

"New Dawn" Lighter Blonde
A mild shampoo—in lighter kit. Soft & gentle... sun lightening—without sun drying. Reg. 2.00
1.39

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Alhambra—3010 E. Sepulveda Blvd. Newport—11739 Newport Ave. Pasadena—3049 Woodman Ave. Pasadena—1415 Sherman Way. San Pedro—250 N. Western Ave. Santa Ana—1435 W. 17th St. Silver Lake—2530 Glendale Blvd. South Gate—5716 Torrance Blvd. Studio City—12145 Ventura St. Torrance—5020 W. 130th St. Tustin—1114 E. 4th St. Van Nuys—210 Lincoln Blvd. Westchester—501 E. Sepulveda Blvd. Whittier—45721 Whittier Lane

OTHER STORES IN SAN DIEGO, SAN BERNARDINO, LANCASTER, GOSHAM & VENTURA

Documents Collection Presented

A Freedom Shrine, a collection of some 40 documents of historic import, was presented to El Camino College Tuesday by the South Bay Exchange Club.

The presentation was made by Terry Matthews, Exchange Club area governor and a former president of the South Bay Exchange Club Chuck Eischen, president of the local club, introduced Matthews.

The collection of documents will be housed in the college's audio-visual department.

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